



Behavioural change in a classroom → No!

Why corporate training is a wasted effort
And more just window dressing

For many years as a corporate trainer, I was wondering: Why don't people change behavior even when they themselves see it can be beneficial to them.

Then it hit me:

1. Participants don't define what they will change after learning something new
2. HR don't require much in terms of expectation setting
3. Follow-up is nearly non-existing

This means corporate training violates most best-practice for learning, such as:

1. Defining a goal (testing)
2. Set time aside to train daily
3. Engage to hold you to your goal and your training

Since identifying this I have stopped classroom training, out of respect for my clients. I only do 1-2-1 (now mostly virtual due to corona).

The WINGMAN program is the same 10 hours as a workshop, instead, it's 1 hour a week for 10 weeks - building a habit. Cases show this works to create sustainable change. See our testimonial page for more stories.

The investment? Yes, it's the same cost going into 1 person, not 20 as in the classroom.

To that, I respond: What do you want? Entertainment? Or change?

And 'Invest in the best' will follow in a later article.

Stick with it